USER PERSONAS

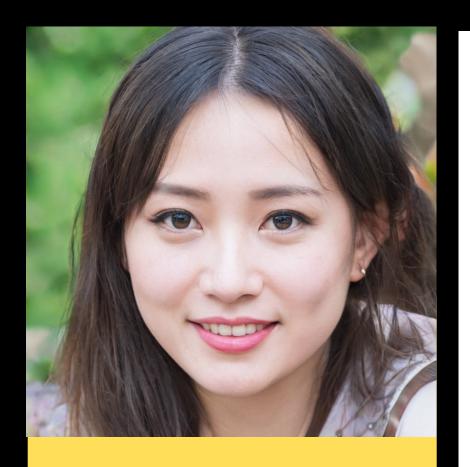**INDRAPRASTHA INSTITUTE of INFORMATION TECHNOLOGY DELHI**

GROUP 43

THOUGHT PROCESS

Problem statement: The personas were made keeping in mind a fitness application that collates information from different fitness apps that the user has installed on his phone and shows relevant information in one place, the app would also be integrated with calendar so as to help the user plan their fitness schedule directly from the app.

We decided to make personas of people that fall into different age groups and have completely different lifestyles. This would give us different perspectives on designing an app that incorporates all these people. For example, a student in college would have completely different needs and wants in comparison to a working professional in their 30s.

While designing these personas, we considered the needs, wants and pain points that users in that age group may have .

ALICIA D'SOUZA

Age: 21
Location: Cambridge, Massachusetts, USA

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"I need an app where I can constantly gauge my progress and work on the received feedback to improve."

DESCRIPTION

Alicia is a senior at Massachusetts Institute of Technology. She has always been very serious about her fitness as she wants to pursue Track and Field in the future, however she is frustrated checking different applications to check her progress for different track and field events. (Example: Nike Adapt to track steps, Galaxy Wear App to time laps) This also prevents her from being able to get an analysis for each event/sport together in an organized manner, as it forces her to open different applications for her analysis.

FRUSTRATIONS

1. Needs to open different applications to track different sports.
2. Cannot view her analysis for different sports in an organized manner.
3. She wastes time trying to collate analytical data from different applications.

OCCUPATION

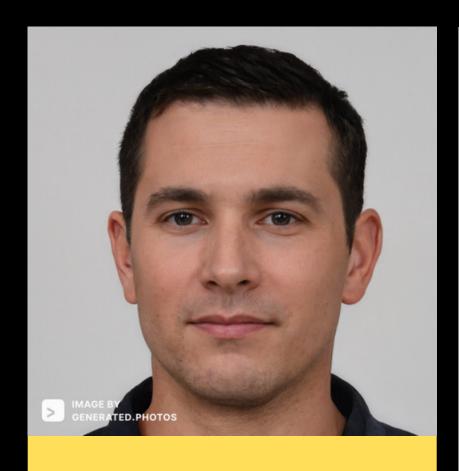Student at Massachusetts Institute of Technology

NEEDS AND DESIRES

1. Needs to be able to view her progress efficiently
2. Needs to use a single application for planning and reviewing her fitness activities

GOALS

1. Wants to get better at Track and Field
2. Wants to use an efficient application for all her fitness needs.
3. Wants to save time looking at different applications.

JOHN CLINTON

Age: 36
Location: Redmond, Washington, USA

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"I want to draft my schedule in a way that it incorporates time for physical activities daily."

DESCRIPTION

John has been working as a software engineer at Microsoft Redmond for four years. He has always been a hard-working and goal-oriented person throughout his life. In his general daily routine, he doesn't get time to work on his physique and is only busy with his professional work. Due to this, he gets frustrated not being able to make time for exercise and other fitness activities and is wary about how it will affect his health

FRUSTRATIONS

1. Unable to make time for exercise and other fitness activities due to his hectic schedule.
2. Fearful that this may adversely affect his health.

OCCUPATION

Works as a Software Engineer at Microsoft Redomond

NEEDS AND DESIRES

1. Needs to manage his time efficiently so he can work on his physique
2. Needs a tracking feature that reminds him to work out .

GOALS

1. Wants to maintain a healthy and fit lifestyle.
2. Wants to follow a balanced schedule prioritizing both his health and his work

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